

# Advertising SOP: Negation Guidance

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## Negation Guidance



**Who this is for?** This negation guidance is intended for individuals managing and optimizing Amazon advertising campaigns. This could include team members responsible for setting and monitoring advertising budgets, analyzing performance metrics, and optimizing campaigns for maximum ROI.



**Objective:** The objective of this negation guidance is to provide a standardized and data-driven process for Amazon advertising budget planning, ensuring that negations are efficiently allocated to maximize ROI and meet business objectives. This guidance includes specific criteria for determining when to negate ASINs and keywords, as well as recommendations for monitoring and optimizing negations over time.

**Timing:** Negations must be performed at least once a week on ALL active campaign groups, per account. (Where applicable).

### For Competitor ASINs

If orders = 0 and clicks are  $\geq 20$  within the last 30 to 60 days, use negative exact for an auto campaign or pause the target ASIN for a product/competitor targeting campaign, *unless* the CPC vs. retail price warrants additional spend.

Ex. If we're paying \$0.50 for a click and the item retails at \$50, that would mean that we've only spent \$10 on clicks (using the above example of 20 clicks). If we allowed for an additional 10 clicks or \$5 more in spend and got a conversion, that would total \$15 in spend for what would be a \$3.33 ROAS (30% ACOS). Use good judgment as to when to allow for additional clicks.

Variable for consideration: Whether or not the product is new or established.

If the product is new and has little to no reviews and we're trying to gain traction, we may allow for additional clicks. However, if the product is established, we may negate the target earlier.

### For Keywords

If orders = 0 and clicks are  $\geq 20$  within the last 30 to 60 days use negative phrase/exact, unless CPC vs. retail price warrants additional spend.

Ex. If we're paying \$0.50 for a click and the item retails at \$50, that would mean that we've only spent \$10 on clicks (using the above example of 20 clicks). If we allowed for an additional 10 clicks or \$5 more in spend and got a conversion, that would total \$15 in spend for what would be a \$3.33 ROAS (30% ACOS). Use good judgment as to when to allow for additional clicks.

Variables for consideration:

1. If the product is new and has little to no reviews and we're trying to gain traction, we may allow for additional clicks. However, if the product is established, we may negate the target earlier.
2. If the keyword phrase lacks relevance we may negate the target earlier, if the keyword phrase is highly relevant to the product and critical to the campaign, we may allow for additional clicks.

Ex. of a phrase with low relevance: "shoes"

Ex. of a phrase with high relevance: "men's brown shoes size 11"

### **Advance Negations:**

If a product revolves around models, you can negate the most searched model or size in advance so that your campaign doesn't spend on irrelevant searches.

You can use your common sense and analyze most searched behaviors from keyword research and can add negations in advance which you believe will spend in the future and you will not convert as well.

Ex. If you are selling an iPhone X protector then you should negate iPhone Xs and iPhone XS Max so that your ads don't show on these searches

Ex. You are selling curtain rod size 12 to 30 Inches and upon checking the most searched keywords you found out curtain rod 50 inches has a high search volume then you can add it as negative in advance.

Similarly, If you are new in the market and launching a new product with less reviews and ratings then you can negate your top competitor's products and brand name in advance so that your ad doesn't show up against their searches, use your senses If you are adding value in terms of price or product quality/functionality then you can leave it but if the top competitors are better in all areas then you should negate them in your new Campaigns so that you can avoid waste spending.

Ex: You are selling a resistance band and your top competitors(who are selling the exact product) in the market have >5k reviews, ratings above 4.3, well Known famous brands with a price closer to or less than your product then add their ASIN's and brand name in advance so that you don't compete with them in your starting phase.

**Note:** If a keyword phrase is critical to a campaign's organic rankings, we should always try to avoid negating the phrase. If it doesn't perform well, choose to lower the bid to get as close to profitability as possible.

Ex. We would not want to negate the phrase "tweezers" if we were advertising tweezers.

Ex. We would not want to negate the phrase "watercolor paint set," if we were advertising a watercolor paint set.

### **Logical Negations that Can be Added Immediately**

Gender-specific products:

If it is a women's shirt, blouse, pair of pants, perfume, etc., you can negate:

- Men
- Man
- Guy
- Boy

- Male

If it is a men's shirt, watch, pair of jeans, fragrance, etc., you can negate:

- Women
  - Woman
  - Lady
  - Girl
  - Female
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